

Get into Android

**The ultimate guide to make
money with Android**



by Jano Cafiero

DEDICATED TO

Natt (my own personal groupie), friends & family :)

SPECIAL THANKS TO

Emily, Edu, T, and many, many more...

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Get into Android!

<http://www.getintoandroid.com>

If you have any questions, reach me at j...@getintoandroid.com
“Get into Android” provides information services for individuals, companies and organizations.

REACHING THE CRITICAL MASS

Good news, everyone! At last, Android –the operating system for smartphones and tablets engineered by Google– is beginning to generate money, real money, for individuals and companies.

If Android has been around since 2003, why did it take so long? Simply put, we had to wait until the number of consumers on the mobile platform was big enough to reach the critical mass, necessary to generate sufficient revenue.

Right now, while you are reading this, **individuals and companies are capitalizing on the income stream Android is providing through ads, free and paid applications, and other services.**

Not just developers -those guys and girls who make software for this new mobile operating system-, but those who are seeing mobility as a realm of promise and the way future commerce will be in years to come.

We read that Android is taking 50% of the global smartphone market share¹. This means that half of every smartphone on Earth is running Android! Why shouldn't we get excited?

The rise of the little green robot –or droid– has been levered by **Samsung, Amazon, HTC, LG, Toshiba, Motorola, Sony and Huawei**, all leading mobile brands that decided to trust their devices to the operating system created by Google and the Open Handset Alliance.

The new Kindle Fire by Amazon (a direct competitor to the iPad) has a forked version of Android under the hood and the publishing behemoth has opened a marketplace exclusively for the OS. Even Facebook is supposedly manufacturing a “Facebook Smartphone” based on Android!²

And that's just on the manufacturer's side.

Entertainment firms such as Disney³, providers as T-Mobile and Sprint⁴, and countless other firms are joining the Android Market because everyone regards Android as a true and unmistakable key player.

Do you want to be left out of this ongoing mobile-frenzy? If your answer is no, then read on. **Join the Android Revolution and Get into Android.**

You could be the next Edward Kim, who announced that his [Car Locator](#)'s application (I explain what an app is in “[What are apps for?](#)”) was **making \$ 13,000 a month!**⁵ His story is now popular among developers, and he even wrote about it in a book called “The best book on marketing your Android app”.

Kim's “success story” is one of the numerous we hear every day, and because Android and the mobile platform are so young, we can expect it to growth beyond the most optimistic of expectations. In an article, Kim stated that “*Android is only a fraction of what it will eventually become*”.⁵

This, I think, is crucial. If today Android is not making money in huge quantities for developers, it's because we have not yet reached the point where the number of consumers is high enough to pay enormous dividends. As I write these lines, the income provided by Android is good, but **it would be even better in the future.**

I asked James Lamberti (VP of Global Research & Marketing of the mobile firm [In-Mobi](#)) which his thoughts were on this matter and he replied:

We are bullish on Android and I do believe it will ultimately make more money for developers. The key is the global market now opening up for Android. This could take a year or two, but there are several trends that point to this conclusion. Starting with the obvious, you simply have more Android devices being sold than iOS devices. The open, multi-manufacturer, multi-carrier platform is now paying dividends.

Android's growth is astonishing, as is the growth of the mobile market. In three years, some estimate that **2.5 billion users will be accessing internet from their mobile phones**⁶. The mobile industry is, literally, exploding!

In this context, Android has recently dethroned Symbian, the mobile OS of Nokia, in the smartphone battle and it's catching up with Apple's iOS very quickly. The latest numbers tell us that, globally, the market grew 73% year-on-year, with more than 107.7 million units shipping in the second quarter of 2011.⁸

At the end of 2011, **Android reached 200 million activations** (that is, new devices going online) and the rate of 500,000 activations per day shows no signs of slowing down.

Android is inside 300 models of 15 different brands, and counting. There are Android-based smartphones, tablets, netbooks, ultrabooks, ebook readers, and so on.

People from every part of the globe are praising the OS for being more open, flexible and friendlier to the end user, compared to other alternatives in the smartphone arena.

Think of how big this market already is and how bigger it can get in the future. Imagine all the new products, services and things you can offer to a true global audience. The possibilities are endless.

* * *

A new world order, where mobile technology is king, is opening right in front of our eyes. **It's your choice whether you want to get in or stay out.** If you want in, my book is going to show you numerous ways to make money with Android, including:

- Hints on the ongoing **Android Gold Rush**.
- **Development of applications.** What apps are for and why people are talking so much about them. How to get ideas for new apps and bring them to life, even if you are clueless in all respects of the computing world.
- **How to sell your app** teaches effective ways to reach the global market and earn thousands of dollars a month with your apps. What makes a successful app covers the story behind the most acclaimed -and profitable- software on the Android Market.
- **Marketing in the mobile age** will show you the most effective ways to deliver messages and communicate to the world not only your app but any your product or service you want to promote.
- And lastly we analyze **more possible ways to profit from Android**. There's a whole world of possibilities opening up right now!

All sections provide resources and reference points to keep investigating. As stated on my website, my intention is to make this guide as thorough as possible and I will be expanding on it often!

Please note:

This book is not a developer's technical book; it is a guide for the everyman and everywoman who wants to make money on this thriving new industry of mobile communications.

Think of "*Get into Android!*" as an introductory work, if you will, aimed at the general public to introduce people to the Android world.

It can certainly help if you are a developer, but if you are looking for specific advice in programming I recommend you read the numerous and excellent books out there (such as "Hello, Android" [ISBN 978-1934356173] and "Android for Dummies" [ISBN 978-1118027707]).

Please consider buying the ebook

It's only \$ 3,99 ;)

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